

AUG. 24. 2007 6:31PM

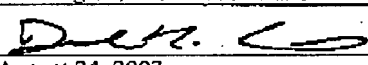
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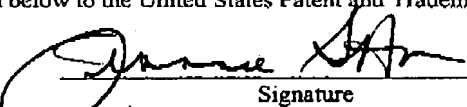
NO. 0909 P. 1/2

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| TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i> | Application Number | 09/270,710 AUG 24 2007 |
| | Filing Date | March 16, 1999 |
| | First Named Inventor | Lawrence F. GLASER |
| | Group Art Unit | 3626 |
| | Examiner Name | Alexander G. Kalinowski |
| Total Number of Pages in This Submission | Attorney Docket Number | 740388-20 |

| ENCLOSURES (check all that apply) | | |
|---|---|---|
| <input type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> One Month Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53 | <input type="checkbox"/> Assignment Papers (for an Application) <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Declaration and Power of Attorney <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____ | <input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <input type="checkbox"/> Status Letter <input type="checkbox"/> Application Data Sheet <input type="checkbox"/> Request for Corrected Filing Receipt with Enclosures <input type="checkbox"/> A self-addressed prepaid postcard for acknowledging receipt <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Response to Restriction/Election Requirement |
| Remarks | <input checked="" type="checkbox"/> The Commissioner is hereby authorized to charge any additional fees required or credit any overpayments to Deposit Account No. 19-2380 for the above identified docket number. | |

| SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT | |
|--|---|
| Firm or Individual name | <u>Donald R. Studebaker, Reg. No. 32,815</u> Nixon Peabody LLP 401 9 th Street, N.W. Suite 900 Washington, D.C. 20004-2128 |
| Signature |  |
| Date | August 24, 2007 |

| CERTIFICATE OF MAILING OR TRANSMISSION [37 CFR 1.8(a)] | |
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| <u>August 24, 2007</u> Date |  Signature <u>Jeannie Saxton</u> Typed or printed name |

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Application No. 09/270,710

Docket No. 740388-20

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

| | | |
|------------------------------|---|----------------------------|
| In re PATENT application of: |) | |
| Lawrence F. GLASER |) | Art Unit: 3626 |
| Application No.: 09/270,710 |) | Examiner: Rachel L. Porter |
| Filed: March 16, 1999 |) | Confirmation No. 2842 |
| For: METHOD OF EMBEDDING |) | |
| ADVERTISEMENTS IN |) | August 24, 2007 |
| COMMUNICATION |) | |

CERTIFICATE OF MAILING OR TRANSMISSION
[37 CFR 1.8(a)]

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Signature: 

Name: Jeannie Saxton

RESPONSE TO RESTRICTION REQUIREMENT

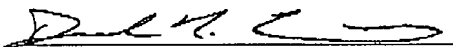
Mail Stop Non-Fee Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the Office Action dated July 24, 2007, Applicant hereby elects the invention of claims 27-49, directed to associating an advertisement with a communication as identified by the Examiner. This election being made without traverse. Examination on the merits and early allowance of the claimed invention is earnestly solicited.

Should the Examiner believe a conference would be of benefit in expediting the prosecution of the instant application, she is hereby invited to telephone counsel to arrange such a conference.

Respectfully submitted,



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